

STATE OF IOWA AFFIRMATIVE ACTION/DIVERSITY PLAN AND REPORT

Diversity Plan's Relationship to Affirmative Action

Each department will submit by July 31st an Affirmative Action/Diversity Plan to DAS, who will receive it on behalf of the Diversity Council. This document is to report on your activities and accomplishments for FY 2008, and report on your intended activities for FY 2009.

For the purposes of this document, the term protected classes refers specifically to females, minorities, and persons with disabilities. Protected classes may be subject to numerical goal setting in employment. The term diversity includes the protected classes, but also includes broader differences, such as age, sexual orientation, and religion. These differences are not subject to numerical goal setting in employment, but may be protected by non-discrimination statutes and policies. Please refer to Executive Order Four and the State's EEO/AA Policy for more details.

Diversity Plan Content and Design

(The following AA/Diversity Plan and Report format is required; however additional material may be submitted or referenced.)

I. Hiring and Promotion Practices

You submitted a baseline of your current hiring and promotional practices to DAS in February 2008. DAS will be contacting you to address questions and seek clarification of your submission. You will not need to submit any additional information until these meetings take place over the next several weeks.

AGENCY ACTION: If you have made any changes to your hiring practices during FY 2008 since your February submission, please submit these changes as part of your FY 2008 AA/Diversity plan results. In addition, if you plan any changes in FY 2009 those may also be submitted.

II. Recruitment and Retention Plan

AGENCY ACTION: Please fill in the text boxes in the template to describe any activities or initiatives you took in FY 2008 to address recruitment issues in your agency and your plans for FY 2009.

Recruitment and Retention Plan Intent

Recruitment and Retention of a skilled, productive, and motivated workforce is critical to establishing and maintaining a culture of excellence. Department plans will reflect specific departmental skill and workforce makeup needs to reveal opportunities for attention and improvement. These plans are intended to document your efforts in creating a culture of excellence.

Recruitment Plan

The purpose of the department's recruitment plan will be to position state government at all levels for success in finding, acquiring, retaining and promoting quality talent.

The primary components of the recruitment portion of the template include:

- Organizational Strategies
- Analysis of Factors Affecting Recruitment
- Sourcing Activities and Tools
- Other Recruitment Management Methods
- Milestones and Time Tables

Organizational Strategy

Improving diversity will help us advance our long term strategic objectives and business goals in the following manner:

It is important that IPTV have representation of diversity in the workforce.

The overall organizational strategy for recruitment in my department for FY 2008 and changes for 2009 will include the following:

FY 2008 Recruitment includes internal postings, posting on our Web site and web sites in the broadcasting, engineering and educational fields, college and universities as well as print ads in newspapers with statewide and targeted distribution, engineering periodicals, posting at the IPTV-hosted annual DTV Symposium, Workforce Development, DAS-HRE's Brassring, and participating in career expos targeting women and minorities, along with minority internship programs, and referrals .

FY 2009 Continue the above expanded recruitment strategies.

Describe how managerial staff is assigned or otherwise allocated to the recruitment function. Please list what levels of management are involved in the recruitment function:

FY 2008 Department directors, managers and supervisors often recommend recruitment sites and conduct the applicant interviews.

FY 2009 Continue the above recruitment strategy.

The name and contact information of a primary recruitment contact for usage by DAS is:

Molly M. Phillips, Iowa Public Television, PO Box 6450, Johnston, IA, 50131-6450, Tel. (515)242-3120, molly@iptv.org

Analysis of Factors Affecting Recruitment

Based on known or projected staffing needs for FY 2009, please provide an estimate of the number of vacancies you plan to fill in FY 2009. (Note: this is for general information only and not intended to replace the affirmative action analysis and goal setting for FY 2009):

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Of the total number of positions to be filled, the following job classes have been identified as difficult to fill based on previous experience:

none

Of the total number of positions to be filled, the following job classes have been identified as high turnover:

None. We have very low turnover.

Of the difficult to fill and high turnover job classes, list recruitment barriers experienced by job class:

N/A

Of the difficult to fill and high turnover job classes, those which are typically underutilized for protected classes (females, minorities, or persons with disabilities) are:

N/A

List the barriers that have been identified in recruitment of the protected classes:

N/A

The following methods and activities are planned to deal with recruitment barriers in FY 2009:

Continue to recruit at all different places, especially colleges, job fairs, and work with minority internship programs.

Sourcing Activities and Tools

In FY 2008 we attended the following career fairs, networking events, and community events:

Exhibited and Recruited at Unity '08, in Chicago, Illinois, a Media Showcase & Career Expo sponsored by Journalists of Color, Inc. IPTV has an extensive outreach system with events, almost weekly, throughout the state. IPTV employees are often asked to give presentations to clubs and become involved in high school and college mentoring programs and career fairs, as well as provide job shadowing and give tours at IPTV. We are also participating in a minority fraternity internship program.

In FY 2009, we plan to attend the following career fairs, networking events, and community events:

Will select events that further our recruitment strategy as they become available and continue IPTV's extensive statewide community involvement.

Besides the DAS BrassRing applicant tracking system, we use (or plan to use in FY 2009) the following sourcing tools:

Tool	FY 2008	Budget Est.	FY 2009	Budget Est.
Internet Job Postings	Used in 2008	At no cost	Continue to use in 2009	No cost
Resume Search Products	n/a	n/a	n/a/	n/a
Standard News Print	Used in 2008	\$3,000	Continue to use in 2009	\$3,000
Specialty Trade Journals	Used in 2008	At no cost	Continue to use in 2009	unknown
Radio	not used	n/a	unknown	unknown
TV	not used	n/a	not used	n/a
Open House	not used	n/a	not used	n/a
Search Firms	not used	n/a	unknown	unknown
Temporary Staffing	not used	n/a	unknown	unknown

Other (please list):

Selected Career Expos , Mentoring and Internship programs.

Identify which of these sourcing tools; either individually or in combination, are most effective in your experience:

Internet Job Postings, job postings at colleges, personal referrals.

Other Recruitment Management Methods

In FY 2008, we recruited passive candidates in the following manner (passive candidates are those not actively seeking employment):

Through Mentoring and Internship Programs.

Does your agency use interns? If so, please describe your process for recruiting, such as posting to your website or DAS, hiring as temporary, use of Americorps, etc.:

Yes, IPTV has an extensive internship program with recruitment through posting on college and university Web sites and through referrals. We are also involved in a minority fraternity internship program.

Please indicate whether you utilize temporary employment services to provide potential candidates for permanent hire, and if so the process you follow:

Some IPTV Part-time and Intermittent employees have become full-time employees. These employees apply when there is a job posting just like other "external" candidates.

Describe how you handle, track, or otherwise process unsolicited resumes. Indicate if/how you share these within your agency or with other agencies:

These resumes, which are usually specific to the broadcasting industry, are kept on file at IPTV. Many times the information is given to a particular supervisor depending on what the applicant is looking for. We hire many intermittent employees that help on productions all across the state. For example, if we are going to be in Sioux City, then we try to hire the extra help from that area.

Milestones and Timetables

Summarize your FY 2008 recruitment milestones and identify opportunities for improvement:

We have a wonderful minority intern from the Minority Fraternity program. We hope to continue this opportunity. We have also had great luck by advertising for positions on our web site or other web sites. I would like to see us actually get out to more job fairs this next year.

For FY 2009, provide a timetable for those activities you plan to implement:

We will evaluate all job fairs and decide what jobs we are recruiting for and if we should attend.

Retention Plan

The purpose of the department's retention plan is to retain and promote diverse and qualified talent.

The primary components of the retention portion of the template include:

- Analysis of Factors Affecting Retention in three areas – FY 2008
 - Turnover
 - Promotions
 - Employee Engagement
- Plans to Improve – FY 2009
- Self assessment

Analysis of Factors Affecting Retention – FY 2008

The following sections are intended to obtain your analysis of the following factors affecting your workforce.

Turnover

From a retention perspective, the following job classes present the greatest challenge:

We have very little turnover. We are hiring for new positions

List the issues you have identified that contribute to the turnover in these classes:

N/A

Check the methods you use to identify turnover factors (check all that apply):

☐ Exit interviews

Describe how these are conducted:

Text Box

☐ Workforce surveys (employee engagement, satisfaction)

Describe how these are conducted:

Text Box

☐ Management team meetings/exercises

Describe how these are conducted:

Text Box

☐ *Other methods (please describe):*

Text Box

Promotions

Identify some of the most critical competencies you perceive to be most lacking in your organization. This may include any particular knowledge, ability, or skill, or personal trait:

The abilities and skills are usually there, but it is the beliefs of the younger generation that they are "owed" a promotion just from putting in their time and get upset when that doesn't happen in a timely manner.

Which of these same competencies are most likely to affect a decision in your organization to open a vacancy to the general public rather than as a promotional opportunity:

It doesn't affect it at all. We just want the best person for the job.

Identify barriers to promotional opportunities for internal employees, such as lack of education, infrequency of suitable vacancies, geographic location, etc. :

Limited skill sets are definitely a barrier. The college graduates are coming out of school knowing how to edit on all different types of equipment, etc. Some of our employees only know one way.

Indicate if and how these barriers differ for protected class employees (females, minorities, persons with disabilities):

They don't differ.

Employee Engagement

Describe any activities or methods (such as surveys or interviews) your department uses to measure the engagement of your employees with your organization:

IPTV has a well-attended monthly staff meeting with the notes from the meeting being posted on the internal Web site, as well as communication by email and person-to-person.

Identify what topics you address:

- ☒ *Understanding of the organization's vision and mission*
- ☒ *Managerial approachability and style*
- ☐ *Job satisfaction*
- ☒ *Cultural inclusion*
- ☒ *Flow of and access to information*
- ☐ *Career progression awareness*
- ☐ *Work/life balance*
- ☐ *Other - Text Box*

Employees would rate the department's effectiveness in communicating the support, programs and promotional opportunities available to them as:

☒ *Good* ☐ *Needing Improvement* ☐ *Unknown*

Describe the employee communication methods used to make employees aware of the support, programs, and promotional opportunities available to them:

Announcements are made by email to everybody.

Describe any changes you plan to make around employee engagement in FY 2009:

Continue the same

Plans to Improve – FY 2009

Check all programs you will implement in FY 2009 and describe how you see the program improving retention in your workforce for FY2009:

☒ *Orientation and On-boarding:*

Each new employee receives an extensive orientation with opportunity for questions and follow-up and new employees are introduced and made to feel welcome at staff meetings.

☒ *Training and educational opportunities to support business needs and employee competencies to enhance promotional potential:*

PDS classes are available, along with the opportunity to take classes specific to job performance and enhancement and participation in the tuition assistance program.

☒ *Workplace accessibility (visual, physical):*

Our building and work areas are handicap accessible.

☐ *Mentoring:*

Text Box

☒ *Awards and Recognition:*

Along with recognition at the monthly staff meeting, accomplishments are often reported by email to everybody and awards are prominently displayed. IPTV employees are presented a 10 year certificate signed by the Governor during Board Meetings and IPTV 25 year certificates are presented at the IPTV holiday potluck along with the Golden Dome length of service awards.

III. Diversity Training

AGENCY ACTION: Please provide information about diversity related training provided in FY 2008. This will be used to report FY 2008 training activities for the FY 2008 affirmative action plan year.

IPTV Directors and Supervisors have taken the PDS Diversity Training.

Provide information about diversity-related training planned for FY 2009 in the text box.

Unknown at this time

Note: Mandatory diversity training will be provided to both management and employees in FY 2009. However, include in your plan and report any other training you are planning or have done.

IV. Workforce Composition and Hiring Opportunities

AGENCY ACTION: The goal setting data to address underutilization of protected class members in underutilized job categories will be sent to you for action separately in late July as mentioned earlier in this document. This data won't be available until after the end of the fiscal year. Therefore you will not need to submit your hiring goals with this document.

We will continue to address numerical underutilization through the normal quantitative affirmative action process as you have done in the past:

- DAS will provide your agency with your department's workforce composition, average turnover, and underutilization by job class.
- Your agency will review this data and establish hiring goals for FY 2009.
- Hiring lists issued by DAS will continue to identify protected class members if the job class is underutilized. How this list is handled should be addressed in your hiring practices and procedures (Item I., above).
- DAS will calculate your year end FY 2008 protected class hiring progress.
- Your hiring progress in FY 2008 and hiring goals for FY 2009 will be incorporated into the AA/Diversity Plan Annual Report to the IGOV and Legislature, due by September 30, 2008.

You also receive periodic hiring opportunity reports that remind you of the vacancies that are currently in process for your department

As a general measure of diversity in state government, a current workforce composition report (April 17, 2008) comparing your department to the executive branch overall is provided. Please use this as needed.

V. Efforts of the Agency to Encourage and Celebrate Diversity

AGENCY ACTION: Please fill in the following text boxes for each question. This will constitute your plan for FY 2009 to encourage and celebrate diversity. Also report any FY 2008 activities.

Describe how the success of your diversity efforts advances your department's long-term strategic objectives and business goals.

It is important that we understand and respect all types of people.

Describe how your managers and supervisors will be involved in diversity.

Continue to take classes and continue the discussions when filling vacancies.

Executive Order 4 establishes the goal to be inclusive of employees with differences in age, race, creed, color, sex, sexual orientation, gender identity, national origin, religion, and disability. Describe the methods and activities you plan to initiate in FY 2009 to broaden inclusiveness for all these groups.

Each employee will be given the policy that has been reaffirmed by the Iowa Public Broadcasting Board.